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Carvel's New No Fat Fruit Dasher Is the First of Twelve Featured Sundae Dashers®

- Each month until December Carvel will feature a different Sundae Dasher flavor -

ATLANTA, Ga. (January 8, 2008) – Carvel, creator of America's favorite soft serve ice cream, is adding visibility to its popular Sundae Dasher line by featuring a unique flavor each month beginning with January's new No Fat Fruit Dasher.

Being mindful of the most common New Year's resolution, the No Fat Fruit Dasher is a guilt-free indulgence that includes Carvel's creamy non-fat vanilla ice cream layered with strawberries, banana and pineapple and topped with fruit instead of whipped cream.

"We introduced Sundae Dashers in 2005," explains Lori Peterson, senior director of marketing for Carvel. "The layers of unique toppings and ease of portability led to a quick success. Since then, our guests have expressed an interest in more non-fat options, so we decided to kick-off the Dasher series by presenting them with just that. Featuring a new flavor each month is simply a fun way to tie these exciting new products into the spirit of the season and provide more variety."

Visit www.carvel.com each month to see the latest featured Dasher.

About Carvel Ice Cream

The United States' first retail ice cream franchise, [Carvel Ice Cream](http://www.carvel.com) has become one of the best-loved and most recognized names in its industry. The company is a leading provider of premium soft serve and hand dipped ice cream products, as well as the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes. Carvel currently operates over 500 franchised and food service locations, and sells its famous ice cream cakes in over 10,000 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in New Britain, Conn.

About FOCUS Brands Inc.

FOCUS Brands Inc. is the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and numerous foreign countries under the brand names [Carvel® Ice Cream](http://www.carvel.com), [Cinnabon®](http://www.cinnabon.com), [Schlotzsky's®](http://www.schlitzky.com), [Moe's Southwest Grill®](http://www.moes.com), and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit www.focusbrands.com to learn more.

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